



A Project Approach to Delivery: Creating the virtual school

The learner version of the Project Brief is available from <http://www.ocr.org.uk/qualifications/vocational-education-and-skills/cambridge-technicals-it-level-3-certificate-extended-certificate-introductory-diploma-foundation-diploma-diploma-05838-05842-2016-suite/>

The Marketing Manager has asked you to design a virtual reality application that could be used by learners to explore an educational establishment (e.g. school, college or university).

The application would be used to enable potential learners to view the premises and facilities that are being offered by that establishment without actually visiting.

The virtual reality application will also be used by the education establishment to promote and market their available courses to prospective candidates and will form part of a larger marketing campaign.

The main function of the application will be to allow potential learners, and their parents, to navigate around the buildings and explore the facilities in the hope that it will inform the potential learners about the benefits of studying in the establishment and encourage them to enrol.

Your virtual reality application should be augmented, where appropriate, to contain additional information for the learners/parents (e.g. menus in the canteen area or opening hours in the library area).

You will next need to consider how your designed application can be marketed using social media and how you can promote the usage of your application globally. Using the application in this way may develop interest from potential overseas learners but you will first need to

assess if your virtual reality application is viable and cost effective and for this you will need to conduct a feasibility study and budget analysis.

In order to develop and finance your virtual reality application you will also require external funding. You will secure this funding by delivering a pitch to the stakeholders supported by a formal business proposal. To support the global marketing and development of your application you will need to be familiar with the concepts of the Smarter Planet and the Internet of Everything ideology.

The virtual reality application could be created using standard media applications e.g. PowerPoint or Publisher utilising navigation tools such as hyperlinks and action buttons to allow a user to use the application. However it may be more beneficial for learners to develop their skills using bespoke software packages. There are a range of websites available where learners could create their applications online however App Inventor (<http://appinventor.mit.edu/explore/get-started.html>) and Appypie (<http://www.appypie.com/android-app-builder>) would be suitable freeware programs for this activity. Dreamweaver or Visual Basic could be used but this software would need to be purchased.

This work can be undertaken as an individual or within a team. If working within a team learners are expected to contribute to each of the areas (and be able to evidence this contribution) in order to gain the experience and knowledge required to successfully complete the Cambridge Technicals in IT Level 3 (Emerging Digital Technology Practitioner Pathway) units.

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